

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2015/2016

BBS2044 – BUSINESS AND SOCIETY

(All sections / Groups)

1st JUNE 2016

9.00 a.m. – 11.00 a.m.

(2 Hours)

INSTRUCTION TO STUDENT

1. This Question paper consists of 2 pages (exclusive of cover page) with 4 structured questions only.
2. Answer **ALL** questions. The mark distribution for each question is given.
3. Please write all your answers in the answer booklet provided.

QUESTION 1

- a. The relationship between business and society involve the issues of ethics that have becoming the focus and discussion by many decision makers. Why? Give **FOUR (4)** reasons.
(8 marks)
- b. Stakeholders are viewed as groups to be managed for the benefit of the firm and its owners. Briefly explain **FOUR (4)** of the responsibilities of a firm towards their stakeholders in terms of the business environment.
(10 marks)
- c. What is the difference between internal and external stakeholders in a business environment? Give examples.
(7 marks)

QUESTION 2

- a. Abdullah has been identified as an amoral manager due to his ignorance in dealing with a supplier in purchasing of goods. Briefly explain **FOUR (4)** of the senior management's action that can lead the transition from amoral to moral management.
(8 marks)
- b. The role of government in regulating businesses has becoming very important in the context of business-society relationship. Explain why it is incumbent upon government to promote social goals and give examples of such goals.
(8 marks)
- c. Why is corporate governance such an important ethical issue? Consider what steps a business can take to practice good corporate governance. Illustrate what are controls and steps that they can undertake.
(9 marks)

QUESTION 3

- a. What is misleading advertisement? Give an example of a major abuse of advertising from your own observations and experiences.
(12 marks)

Continued...

- b. Employees are an important stakeholder to an organization. List **FIVE (5)** of the obligations of employers to their employees.

(13 marks)

QUESTION 4

- a. Discuss some of the negative impacts that corporations have had on the environment by referring to some examples you have come across during the course. Provide recommendations on how corporations can act responsibility towards the environment.

(13 marks)

- b. Technology advancement has affected the life of people tremendously. However, the unintended consequences of technology include unethical behavior and potential threats to users of the internet. Discuss.

(12 marks)

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